Faultily Drawn
IndictmentsMay
The Mingo Trial

Some services are all the services of the servi

and prepare and levy war

Logan and had been duly proclaimed by the Governor of the State of West Virginia, in the 27th day of June, 1921, and to clease from imprisonment persons to have been duly and legally arceted and incarcerated in the jails of dingo County for violation of law



Puritano

WE don't need to say: "Accept

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# BATTEN



## Brown in Boston-White in New York

In Boston the housewife insists on big brown eggs and will pay an advance price for them. Mrs. New Yorker must have white eggs, and the wily dealer sorts his eggs and extracts several cents a dozen more from his

Any woman on cross-examination will probably admit that an egg is an egg the world over, be it brown or white. The next day she will go out and insist on having either white or brown

Certain manufacturers who advertise enjoy the same advantages over their competitors as does the little brown hen that lays the big brown egg for Mrs. Boston. They have sensed the fact that the public buys with unreasoning insistence the prod-

Many advertised articles occupy a pedestal because of superior outstanding qualities. But there are unquestionably advertised goods, largely purchased, which have no striking advantage over other goods of equally high quality, except that they are better

Brown eggs or white eggs are better in public opinion according to what the public has been led to believe. So it is with merchandise. Favorable public opinion for a commodity usually exists in proportion to the insistence and persistence with

So. Mr. Manufacturer, do not

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Public buying habits take queer though it does not know why.

patrons for his pale-face eggs.

Thus an old notion handed down from generation to generation forms public opinion as to eggs. It regulates egg commerce.

uct with familiar markings, even

known and more accessible.

which the product is advertised.

feel that you cannot advertise profitably because your goods are only as good as the best in the market, and without striking characteristics which are their exclusive possession. If your product is as good as the best. it is good enough to tell the public about—and the public is waiting to reward you with its confidence.

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